I.   **CLAIMS PENDING**

The following claims are pending:

32.   A system for delivering incentives over the Internet comprising:

a Web site for providing purchasing incentives from multiple sources;

a consumer purchase history database based on consumer online shopping activity;

a consumer database which can identify consumers by their e-mail addresses, wherein said consumer database is connected to said Web site so as to receive consumer data from said Web site; and

means for delivering purchasing incentives to consumers by e-mail.

33.   The system of claim 32 wherein said means for delivering purchase incentives delivers purchasing incentives based on consumer profile.

34.   The system of claim 32 wherein the consumer purchase history database and said consumer database are integrated.

35.   The system of claim 32 wherein said Web site is an independently administered Web site.

36.   The system of claim 32 wherein said Web site is a cooperative site.

37.   The system of claim 32 wherein said consumer purchase history database includes data based on past purchasing activity.

38.   A system for delivering incentives over the Internet comprising:

a Web site for providing purchasing incentives from multiple sources;

a consumer purchase history database based on consumer online shopping activity;

a consumer database which can identify consumers by their e-mail addresses, wherein said consumer database is connected to said Web site so as to receive consumer data from said Web site; and

a means for delivering by e-mail notices which remind consumers to visit said Web site.

39.   The system of claim 38 wherein said means for delivering e-mail notices delivers notices based on consumer profile.

40.   The system of claim 38 wherein the consumer purchase history database and said consumer database are integrated.

41.   The system of claim 38 wherein said Web site is an independently administered Web site.

42.   The system of claim 38 wherein said Web site is a cooperative Web site.

43.   The system of claim 38 wherein said consumer purchase history includes data based on past purchasing activity.

44.   A system for delivering incentives over the Internet comprising:

a Web site for providing purchasing incentives from multiple sources;

a consumer purchase history database based on consumer online shopping activity;

a consumer database which can identify consumers by their e-mail addresses, wherein said consumer database is connected to said Web site so as to receive consumer data from said Web site; and

means for delivering by e-mail notices to purchase a specific manufacturer's product.

45.   The system of claim 44 wherein said means for delivering e-mail notices delivers notices based on consumer profile.

46.   The system of claim 44 wherein the consumer purchase history database and the consumer database are integrated.

47.   The system of claim 44 wherein said Web site is and independently administered Web site.

48.   The system of claim 44 wherein said Web site is a cooperative Web site.

49.   The system of claim 44 wherein said consumer purchase history database includes data based on past purchasing activity.

50. (Amended) A method for delivering purchasing incentives over the Internet comprising the steps of:

providing a Web site which offers shopping incentives from multiple sources;

maintaining a consumer purchase history database based on consumer online shopping activity;

receiving a consumer's e-mail address from a consumer's computer;

maintaining a consumer email database which can identify consumers by their e-mail address; and

transmitting purchase incentives via an e-mail post office.

51.   The method of claim 50 wherein the step of transmitting purchase incentives to the consumer by electronic mail includes transmitting purchase incentives based on a consumer profile.

52.   The method of claim 50 wherein the step of providing a Web site is performed by an independent Web site administrator.

53.   The method of claim 50 wherein the step of providing a Web site is achieved cooperatively.

54.   A method for delivering incentives over the Internet comprising the steps of:

providing a Web site which offers purchasing incentives from multiple sources;

maintaining a consumer purchase history database based on consumer online shopping activity;

receiving a consumer's e-mail address from a consumer's computer;

maintaining a consumer database which can identify consumers by their e-mail address; and

transmitting to consumers a notice to visit the Web site via the consumer's e-mail post office.

55.   The method of claim 54 wherein the step of providing a Web site is performed by an independent Web site administrator.

56.   The method of claim 54 wherein the step of providing a Web site is achieved cooperatively.

57.   A Web site for providing information and shopping incentives from multiple sources such as retailers and manufacturers comprising:

a personal database;

a purchase history database wherein the data on the consumer purchases are based on online shopping activity;

means for generating a web page with a consumer-specific display;

means for updating said web page; and

means for informing the consumer by e-mail of new incentives.

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58. (Amended) A method for delivery of incentives by e-mail, comprising the steps of: maintaining a consumer database which identifies consumers by their e-mail addresses; generating targeted purchase incentives from a consumer purchase history database; and

formatting an e-mail message to a consumer by electronic mail for subsequent printing of a coupon; and

delivering the email message to an email address stored in said consumer database for said consumer.

59. (New) The system of claim 32 wherein said online shopping activity stored in said consumer purchase history database comprises shopping list selections data.

60. (New) The system of claim 32 wherein said online shopping activity stored in said consumer purchase history database comprises rebate offers data.

61. (New) The system of claim 32 wherein said online shopping activity stored in said consumer purchase history database comprises notices detailing specific offers data.

62. (New) The system of claim 32 wherein said online shopping activity stored in said consumer purchase history database comprises focused incentives based on a consumer's prior shopping activity data.

63. (New) The system of claim 32 wherein said online shopping activity stored in said consumer purchase history database comprises purchasing incentives for data defining coupons for subsequent printing by a consumer.

64. (New) The system of claim 32 wherein said online shopping activity stored in said consumer purchase history database comprises links to at least one of manufacturer and retailer web sites.

65. (New) The system of claim 32 wherein said online shopping activity stored in said consumer purchase history database comprises data enabling a consumer to request at least one of information regarding a product and a sample of said product.

66. (New) The system of claim 32 wherein said consumer purchase history database stores data from any online shopping activity.

67. (New) The system of claim 32 wherein said consumer purchase history database stores an administrator of said system's web site data.

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68. (New) The system of claim 32 wherein said consumer purchase history database stores retail store purchase data, including a consumer's favorite brands data.

69. (New) The system of claim 32 wherein said consumer purchase history database stores data including at least three of said customer identification number, name, residential address, zip code, and email address.

70. (New) The system of claim 32 wherein said consumer purchase history database stores selected consumer demographic information data, including at least two of number of persons in a household, age categories of persons in said household, and number of pets in said household.

71. (New) The system of claim 32 further comprising code for generating targeted, time phased incentives based on a consumer's actual buying patterns and preferences.

72. (New) The system of claim 32 further comprising code for generating untargeted incentives offered by manufacturers or retailers.

73. (New) The system of claim 32 wherein said purchase incentives contain data enabling coupons to be printed by said consumer.

74. (New) The system of claim 32 wherein said purchase incentives contain data enabling purchase incentives to be printed at point of sale.

75. (New) The system of claim 32 further comprising means to encode in a consumer's identification card, tokens representing said purchase incentives.

76. (New) The method of claim 50 wherein said online shopping activity data stored in said consumer purchase history database comprises shopping list selections associated with a particular consumer.

77. (New) The method of claim 50 wherein said online shopping activity data stored in said consumer purchase history database comprises rebate offers data associated with a particular consumer.

78. (New) The method of claim 50 wherein said online shopping activity stored in said consumer purchase history database in association with an identification for a particular consumer comprises data detailing notice of specific offers provided to said particular consumer.

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79. (New) The method of claim 50 further comprising generating focused incentives for a consumer based on said consumer's prior shopping activity.

80. (New) The method of claim 50 further comprising generating purchasing incentives data in a form suitable for printing of a coupon by a consumer.

81. (New) The method of claim 50 further comprising generating links to at least one of manufacturer and retailer web sites and associating said links with a particular consumer.

82. (New) The method of claim 50 further comprising enabling a consumer to request at least one of information regarding a product and a sample of a product.

83. (New) The method of claim 50 wherein said consumer purchase history database stores data from an administrator of said system's web site.

84. (New) The method of claim 50 wherein said consumer purchase history database stores retail store purchase data, including a consumer's favorite brands.

85. (New) The method of claim 50 wherein said consumer purchase history database stores at least three of said customer identification number, name, residential address, zip code, and email address.

86. (New) The method of claim 50 wherein said consumer purchase history database stores selected consumer demographic information, including at least two of number of persons in a household, age categories of persons in said household, and number of pets in said household.

87. (New) The method of claim 50 wherein said purchase incentives include targeted, time phased incentives based on a consumer's actual buying patterns and preferences.

88. (New) The method of claim 50 wherein said purchase incentives include untargeted incentives from at least one of manufacturers and retailers.

89. (New) The method of claim 50 further comprising printing said purchase incentives on a printer connected to and controlled by a consumer's computer.

90. (New) The method of claim 50 further comprising printing purchase incentives at point of sale.

91. (New) The method of claim 50 further comprising encoding in a consumer's identification card tokens representing said purchase incentives.

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